



Chlorine-Free Paper Purchasing

Introduction:

Michelle Buzbee, Larry Walker Associates

Purchasing Success Story:

Julie Weiss, City of Palo Alto



ABAG Dioxins Project: Paper

- **GOAL:** Investigate the options for and facilitate purchasing of chlorine-free paper
- **CHOICES:** Lots of paper products and grades of “chlorine-free”
- **FOCUS:** Copy paper that is “process-chlorine free” (PCF)

PCF Copy Paper Choices

Manufacturer	Brand Name	Local Distributor
Badger	Envirographic (Encore) 100	RPPC (New Leaf) 800-694-8355
Boise Cascade	Aspen 100	Spicers 800-832-2311
Georgia Pacific	Eureka 100	Xpedx 800-222-5475
Rolland	New Life Dual Purpose 100	Graphic Paper 800-840-4555

-Price range: \$29-80/case



RPPC

Recycled **P**roducts **P**urchasing **C**ooperative

- Non-profit program dedicated to natural resource conservation
- Discounted prices due to volumes ordered
- Sell New Leaf's *Encore 100*, 100% post-consumer recycled, PCF copy paper
- Fixed quarterly pricing
- Provide quarterly summary of each member's paper purchase and the "environmental savings"



Resources Available

Go to the ABAG Dioxins Website:
<http://dioxin.abag.ca.gov>

And click on

Pilot Project
Materials

For info on EPP policies, paper specs,
and fact sheets on chlorine-free paper
purchasing and co-op opportunities



Palo Alto Case Study-

*Purchasing PCF office paper and
unbleached bathroom papers.*

Julie Weiss, Environmental Specialist

City of Palo Alto Regional Water Quality Control Plant



Reason for the change

Community concern about dioxin

Dioxin policy (2000):

...It is a goal of the City of Palo Alto to eliminate the creation of dioxin and its subsequent release to the environment and to eliminate the use of mercury and its subsequent release to the environment. To achieve this goal, the City will evaluate pollution prevention opportunities to eliminate mercury and dioxin sources from municipal, commercial, industrial and residential activities. Scheduling of specific actions will focus on the most cost-effective and preventable sources first.



How did we make the change?

- Policies: Dioxin and Sustainability
- Selected our choice:
 - ECF, TCF, or **PCF-switched from 30% post-consumer ECF**
- Tested on large, high-speed copiers and small printers **tested by staff most likely to be impacted**
- Phased-in:
 - copy paper, then letterhead, then bathroom products
- Didn't announce City-wide at first!
Then promoted in City newsletter!



Purchasing perspective

- Hassle factor?
 - Low. You have the research done for you!
- How did we deal with extra cost?
 - Re-specified paper. Cost increase wasn't insurmountable (**In 2000:** 31% more for copy paper).
 - Policy backup
- Paper quality and performance?
 - Same. PCF papers will vary in quality just as NON-environmentally sensitive products do.
- Will people complain?



Current Papers

■ Copy paper:

Encore 100DP. Also used Eureka! 100

(Fort James), approx. cost: \$2.92 ream/4,440 rms

Purchasing through RPPC (**>20% from ECF 30% paper** in 1999)

■ Letterhead: 24lb, New Leaf Everest 100 PCF cost: \$9.31 per ream (**>3.44%**)

■ Hand towels:

Envision Acclaim-100% recycled, 40% post-consumer waste, unbleached (Fort James) cost: \$19.01/cs (**<26%**)

■ Toilet paper:

Envision Acclaim-100% recycled, >20% post consumer content, ECF, (Fort James) cost: \$37.00/cs of 96 rolls.(**< 5%**)



Benefits of making this change to reduce dioxin emissions

- A relatively easy and tangible first step into other dioxin reduction efforts
- Satisfies other City goals (water, recycling and energy issues benefit)
 - 511 trees/year
 - 209, 285 gallons of water/year
 - 90 cubic yards of landfill space/year
 - enough energy to power 30 Palo Alto homes/year

Based on 17,000 reams per year. Compared with the previously used 30% recycled paper



Benefits of making this change

- Marketable internally/externally
 - ***Externally:*** City letterhead reads: Printed on 100% recycled, processed chlorine free paper. Printed with soy-based ink.
 - ***Internally-***demonstrates tangible results of a city's environmental/sustainability/cross departmental successes to staff and Council



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Resources

ABAG Dioxins Website: <http://dioxin.abag.ca.gov>

Click on

Pilot Project
Materials

City of Palo Alto

- Dioxin policy:
http://dioxin.abag.ca.gov/resolutions/palo_alto_resolution.pdf
- Sustainability Policy:
www.city.palo-alto.ca.us/sustainability/policies.html
- PCF Paper press release
www.city.palo-alto.ca.us/cleanbay/pdf/PCFpaper.pdf